NEW CLAIM

I claim:

1 (cancelled)

2 (cancelled)

3 (cancelled)

4 (cancelled)

5 (cancelled)

6 (cancelled)

7 (cancelled)

8 (new) a method for using a computer to enable an advertiser to pay targeted recipients for their attention to a message, comprising:

    (a) entering into the computer an advertiser offer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,

    (b) stating said characteristics as a set of offer conditions by said advertiser,

    (c) specifying said amount of money as an expected value (EV), said EV to be paid via an EV payment bet including a Payoff,

    (d) presenting an interface to the public for enabling anyone to access and accept said offer.

    (e) registering acceptance of said offer by a user called a recipient, said acceptance entailing:
    e1. registering the recipient's identity and,
    e2. registering that the recipient has entered a request to be exposed to said specified message,

    (f) after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,

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(g) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,

(h) based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified EV payment only to qualified, targeted recipients in exchange for their attention to a specified message.

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